Job No. 806 June, 1954 Number _____ Place _____ B

1. Do you find that, in general, prices around here are going up, coming down, or staying about the same in the last few months?

Up _____ 7-1
Down _____ 2
Same _____ 3
Don't know _____ 4

2. How about prices of cigarettes? Do you remember hearing of any price change on brands of cigarettes recently? (If "Yes") On what brands?

Yes:

L & M _____ 7-5
Chesterfield _____ 6
Other _____ 7
No _____ 8
Don't know _____ 9

3a. Do you now ever smoke cigarettes—as much as a pack a week?

Yes _____ 8-1 (Skip to 4)
No _____ 2 (Ask b)

b. Did you use to smoke cigarettes—as much as a pack a week?

Yes _____ 8-3 (Ask c)
No _____ 4 (Skip to 13)

c. How long ago did you stop smoking (so much)?

One month or less _____ 9-1
1 to 6 months _____ 2
6 months to 1 year _____ 3
1 - 2 years ago _____ 4
2 - 5 years ago _____ 5
5 - 10 years ago _____ 6
10 years ago or more _____ 7
Don't know _____ 8

3d. What was the last brand you smoked regularly?

Camel _____ 10-1
Cavalier _____ 2
Chesterfield (Reg.) _____ 3
Chesterfield (King) _____ 4

Dunhill _____ 5
Herbert Tareyton _____ 6
Kent _____ 7
Kool _____ 8

L & M _____ 9
Lucky Strike _____ 0
Marlboro _____ X
Old Gold (Reg.) _____ Y
Old Gold (King) _____ 11-1

Pall Mall _____ 2
Parliament (Reg.) _____ 3
Parliament (King) _____ 4
Philip Morris (Reg.) _____ 5
Philip Morris (King) _____ 6

Raleigh (Reg.) _____ 7
Raleigh (King) _____ 8
Sano _____ 9
Spud _____ 0

Viceroy (Reg.) _____ X
Viceroy (King) _____ Y
Winston _____ 12-1

Other regular _____ 2
Other king size _____ 3
Other filter _____ 4
Roll your own _____ 5

No regular brand _____ 6
Did you smoke mostly:
Regular size _____ 7
King size _____ 8
Or filter tips _____ 9
No regular type _____ 0
Don't know _____ X

e. Why did you stop smoking cigarettes (so much)?

13-
14- (Skip to 13)
Don't know _____ 14-Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

4. What brand of cigarettes do you now smoke most often?

	4. Now smoke	5c. Switch to	6a. Used to smoke
Camel (R)	9–1	13–1	17–1
Cavalier (K)	2	2	2
Chesterfield (Reg.)	3	3	3
Chesterfield (King)	4	4	4
Dunhill (K)	5	5	5
Embassy (K)	6	6	6
Encore (F)	7	7	7
Fatima (K)	8	8	8
Herbert Tareyton (K)	9	9	9
Kent (F)	0	0	0
Kool (Reg.)	X	X	X
Kool (King)	Y	Y	Y
L & M (F)	10–1	14–1	18–1
Lucky Strike (R)	2	2	2
Marlboro (R)	3	3	3
Old Gold (Reg.)	4	4	4
Old Gold (King)	5	5	5
Pall Mall (K)	6	6	6
Parliament (Reg. F)	7	7	7
Parliament (King F)	8	8	8
Philip Morris (Reg.)	9	9	9
Philip Morris (King)	0	0	0
Raleigh (Reg.)	X	X	X
Raleigh (King)	Y	Y	Y
Regent (K)	11–1	15–1	19–1
Regent (King F)	2	2	2
Sano (King)	3	3	3
Sano (King F)	4	4	4
Spud (R)	5	5	5
Viceroy (Reg. F)	6	6	6
Viceroy (King F)	7	7	7
Winston (F)	8	8	8
Other regular	9	9	9
Other king size	0	0	0
Other filter	X	X	X
No regular brand	12–1		20–1
Do you usually smoke:			
Regular size	2		2
King size	3	(Skip to 7)	3
Regular size filter	4		4 (Skip to 7)
King size filter	5		5
No particular kind	6		6
Don't know	7		7
None	XXX		8

(5c cont.)

No particular brand but

Regular	16–2	(Skip to 6)
King	3	
Filter	4	
And no particular type	5	

5a. How long have you been smoking (present brand) regularly?

One month or less	21–1
1-3 months	2
3-6 months	3
6-9 months	4
9-12 months	5
1-2 years	6
2-5 years	7
5 years or more	8
Don't know	9

b. Do you think you'll still be smoking (present brand) six months from now, or do you think by then you may be smoking some other brand?

Same brand	21–9	(Skip to 6)
Other brand	0	(Ask c and d)
Probably stop smoking (vol.)	X	(Ask e)
Don't know	Y	(Skip to 6)

c. What brand do you think you'd be most apt to switch to? **(RECORD AT LEFT IN 5c COLUMN AND ALSO ASK 5d)**

d. Why (brand in "c") rather than some other brand?

22–

23– (Skip to 6)

Don't know 23–Y

e. Why do you think you will stop smoking cigarettes?

24–

Don't know 24–Y

6a. What was the last brand you smoked regularly before you smoked (present brand)? **(RECORD AT LEFT IN 6a COLUMN AND ALSO ASK 6b)**

b. How did you happen to leave (old brand in 6a) and change to (present brand in 4)?

25–

26–

Don't know 26–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

7. About how many cigarettes a day do you usually smoke?

6 or less	27–1
7 - 15	2
16 - 25	3
26 - 35	4
36 - 45	5
46 - 55	6
56 or more	7
Don't know	8

8a. I'd like to ask you a question about the brands of cigarettes on this card. **(HAND RESPONDENT WHITE CARD)** Which of those brands do you think has the best looking package? The worst looking package?

	a. Has best looking package	a. Has worst looking package	b. Ads liked best	b. Ads liked least
Camel	28–1	29–1	30–1	31–1
L & M	2	2	2	2
Lucky Strike	3	3	3	3
Chesterfield	4	4	4	4
Pall Mall	5	5	5	5
Philip Morris	6	6	6	6
Old Gold	7	7	7	7
Parliament	8	8	8	8
Kent	9	9	9	9
Winston	0	0	0	0
Don't know	X	X	X	X

b. Which of these brands has the advertising you like best? Which do you like the least? **(RECORD ABOVE)**

IF NO REGULAR BRAND IN 4, SKIP TO 10

9. Now, going back to (your present brand) for a minute, which of the words and phrases on this card do you personally think are particularly good for describing (present brand?) **(HAND RESPONDENT BLUE CARD)** Any others?

Full rich flavor	32–1	Different	33–1
Good tasting	2	Clean	2
Mild	3	Sweet	3
Gives you a lift	4	Fresh	4
Spicy	5	Satisfying	5
Good aroma	6	Character	6
Strong	7	Smooth	7
No bad after effects	8	Quality	8
		None or don't know	9

10a. Is mildness something that you particularly look for in a cigarette or not?

Look for mildness	34–1
Don't particularly look for mildness	2
Don't know	3

b. When you think of a "mild" cigarette, do you think of one that is mild tasting, or easy on your throat, or what? **(DOUBLE RECORD IF NECESSARY)**

Mild tasting	35–1
Easy on your throat	2
Other (write in)	35–
	35–
Don't know	35–Y

11a. Some people say the popular brands of cigarettes are so nearly alike no one can tell the difference; others feel there is enough difference between brands to be really noticeable. Here are three different packages of cigarettes. Two of them are supposed to be the same. The other is different. I wonder if you would take a few puffs on each of them and see if you can tell which is different. Of course, this is a pretty difficult test. You may not see any difference in them.

R different	36–1
S different	2 (Ask b)
T different	3
No difference	4
All different	5 (Skip to 12)
Don't know	6
Refused	7

b. Which kind do you like better: (kind answered in "a") or the others?

The "different" one	36–8 (Ask c)
Those that were the "same"	9
Don't know	0 (Skip to 12)

c. Why do you like those better?

37–

Don't know 37–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

12a. Mr. Roper also sent us some sample packages of two different brands of cigarettes. They are unmarked cigarettes put up in plain packages, but they are actually made of the tobacco from two brands now on the market. I'd like to give you a couple of packages of each kind, and come back after you have had a chance to smoke them to see what differences you found between them and which you liked best.

Accepted ____ 38–1 (Ask b)

Refused ____ 2 (Skip to 13)

Red ____ 3

Black ____ 4

b. We would like to suggest that after trying one or two of each kind, you then smoke a whole pack of one and, after that, a whole pack of the other. Then smoke the rest in any order you want to. Do you think (day) would be a good time for me to come? What time of day would be convenient?

Name _____

Address _____

Telephone _____

Call back at: Time _____ Date _____

13a. Now just a couple of questions for tabulating purposes. Are you married or single?

Married ____ 39–1

Single ____ 2

Widowed or divorced ____ 3

b. What is the last grade of school you finished—not including special courses like art or secretarial and so on?

No schooling ____ 39–4

Grade school ____ 5

High school ____ 6

College ____ 7

c. What was the name of the last (school, college) you attended?

_____

(write in)

13d. What is your occupation?

Professional or executive ____ 40–1

Farm proprietor ____ 2

Small store or shop proprietor ____ 3

White collar (clerical and sales) ____ 4

Personal service and protective ____ 5

Farm labor ____ 6

Factory labor ____ 7

Non-factory labor ____ 8

Homemaker ____ 9

Student ____ 0

Other ____ X

e. Do you by any chance have a television set?

Yes ____ 41–1

No ____ 2

f. Do you own your own home or do you rent?

Own ____ 41–3

Rent ____ 4

FACTUAL

Sex

Male ____ 41–5

Female ____ 6

Age

18-20 ____ 41–7

21-24 ____ 8

25-34 ____ 9

35-49 ____ 0

50 and over ____ X

Economic level

A ____ 42–1

B ____ 2

C ____ 3

D ____ 4

Race

White ____ 42–5

Negro ____ 6

Not completed

Non-English speaking ____ 42–7

Refused due to non-interest at Question # ____ 8

(write in)

Interviewer's Initials _____

Respondent No. _____

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

CALL BACK

14a. Have all the cigarettes we gave you been smoked, or are there still some left?

Finished all of both kinds ____ 43–1 (Skip to 15)

Finished K only ____ 2
Finished L only ____ 3 (Ask b)
Finished neither ____ 4

Smoked none ____ 5 (TERMINATE)

b. Why is it that you haven't finished both kinds?

Didn't finish K because ____

____ 44–

____ Don't know ____ 44–Y

Didn't finish L because ____

____ 45–

____ Don't know ____ 45–Y

15. Of course, you may have given some away to your family or friends, but how many of the "K" cigarettes would you say you personally smoked?

How about the "L" cigarettes? How many of those did you personally smoke?

	K	L
5 or less	46–1	47–1
6-15	2	2
16-25	3	3
26-39	4	4
2 up to 4 packs	5	5
4 up to 6 packs	6	6
6 up to 10 packs	7	7
Finished all	8	8
Don't know	9	9

16a. All things considered, which of the two kinds of cigarettes did you finally decide you liked best?

K ____ 48–1 (Ask c & d and skip to 17)
L ____ 2 (Ask c and skip to e)

Saw no difference ____ 3 (Ask b)

Don't know which best ____ 4 (Ask d & e)

b. When you say that, do you mean that you didn't see any differences between the two, or do you mean you didn't like one any better than the other?

Really no difference ____ 48–5 (Skip to 17)

Didn't like one better ____ 6 (Ask d & e)

Don't know ____ 7 (Skip to 17)

c. Why did you like that one better than the other?

49–

50–

Don't know ____ 50–Y

d. Were there any things about "L" that you liked better than "K"?

51–

52–

Don't know ____ 52–Y

e. Were there any things about "K" that you liked better than "L"?

53–

54–

Don't know ____ 54–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

IF "REALLY NO DIFFERENCE" IN 16b, ASK ABOUT "THESE CIGARETTES" ONLY

17a. Here is a card with a list of words and phrases on it. **(HAND RESPONDENT BLUE CARD)** Are there any words and phrases that you personally would say are particularly good for describing the way you feel about the (K, these) cigarettes? Any others?

How about the L cigarettes? Are there any words that are particularly good for describing them? Any others?

	K, these	L
Full rich flavor	55–1	57–1
Good tasting	2	2
Mild	3	3
Gives you a lift	4	4
Spicy	5	5
Good aroma	6	6
Strong	7	7
No bad after effects	8	8
Different	9	9
Clean	0	0
Sweet	X	X
Fresh	Y	Y
Satisfying	56–1	58–1
Character	2	2
Smooth	3	3
Quality	4	4
None or don't know	5	5

b. Here's a different list of words and phrases. **(HAND RESPONDENT PINK CARD)** Are there any of these words that you personally would say are particularly good for describing the (K, these) cigarettes? Any others?

How about the L cigarettes? Which of these words and phrases would you pick to describe them? Any others?

	K, these	L
Sour	59–1	61–1
Too mild	2	2
Biting	3	3
Hot	4	4
Uninteresting	5	5
Irritating	6 (Ask c)	6 (Ask c)
Flat	7	7
Loose bits of tobacco	8	8
Too sweet	9	9
Tastes bad	0	0
Stale	60–1	62–1
Too strong	2	2
Tasteless	3	3
Bad after taste	4	4
None or don't know	5	5

17c. When you say "irritating," do you mean the cigarette makes you cough, gives you a raw throat, irritates your nose, or what?

Cough 63–1

Raw throat 2

Irritates nose 3

Other 63–
(write in)

..... 63–

Don't know 63–Y

18a. Of course, you may have felt differently about these cigarettes when you first tried them than you do now. When you first tried them, which kind did you like best?

K 64–1

L 2

No difference 3

Don't know 4

b. As you smoked more of them, did you notice anything about the K cigarettes that you didn't notice at first?

65–

66–

Nothing or don't know 66–Y

c. How about the L cigarettes?

67–

68–

Nothing or don't know 68–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

19. Which of the two cigarettes would you say (was cooler smoking, etc.), or didn't you notice any difference?

	K	L	No difference or don't know
a. Was cooler smoking	69–1	2	3
b. Had the best aroma when you opened the pack	69–4	5	6
c. Was the best smelling when you were smoking them	69–7	8	9
d. Smelled worse after you put them out	69–0	X	Y
e. Was easiest to draw on	70–1	2	3
f. Was more tightly packed	70–4 (Ask g)	5 (Ask g)	6 (Skip to 20)

g. Was this too tightly packed, about right, or not tight enough?

Too tight	70–7
About right	8
Not tight enough	9
Don't know	0

INTERVIEWER ENTER TYPE OF REGULAR BRAND (QUESTION 4) HERE:

Regular	71–1 (Ask 20)
King	2 (Skip to 21)
Filter	3 (Skip to 21)

IF "REALLY NO DIFFERENCE" IN 16b, ASK ABOUT "THESE CIGARETTES" ONLY

REGULAR SMOKERS ONLY

20a. How would you say the (K, these) cigarettes compare to the cigarettes you usually smoke? Do you like them a lot better, a little better, about the same, not quite as well, or not nearly as well as the cigarettes you usually smoke?

b. How about the L cigarettes? How did they compare to the cigarettes you usually smoke? Would you say you liked them a lot better, a little better, about the same, not quite as well, or not nearly as well as the cigarettes you usually smoke?

	K, these	L
Lot better	72–1	72–7
Little better	2	8
About the same	3	9
Not quite as well	4	0
Not nearly as well	5	X
Don't know	6	Y

IF "REALLY NO DIFFERENCE" IN 16b, ASK ABOUT "THESE CIGARETTES" ONLY

KING SIZE, FILTER TIP SMOKERS ONLY

21a. Aside from the fact that these were not (king size, filter tips) did you like (K, these) cigaretets a lot better, a little better, about the same, not quite as well, or not nearly as well as the cigarettes you usually smoke? (RECORD ABOVE)

b. How about the L cigarettes? Aside from the fact that they were not (king size, filter tips) would you say you liked them a lot better, a little better, about the same, not quite as well, or not nearly as well as the cigarettes you usually smoke? (RECORD ABOVE IN L COLUMN)

IF "REALLY NO DIFFERENCE" IN 16b, ASK ABOUT "THESE CIGARETTES" ONLY

ASK EVERYONE

22a. As we told you at the beginning, these are both brands of cigarettes now on the market. Do you have any idea what brand the (K, these) cigarettes are?

	a. K, these	c. L
Camels	73–1	74–1
Chesterfields	2	2
Lucky Strike	3	3
Old Gold	4	4
Philip Morris	5	5
Other	6	6
Don't know	7 (Skip to c)	7 (Skip to 23)

(Ask b) (Ask d)

b. Why do you think the K's are (brand in "a")?

75–

76–

Don't know 76–Y

c. How about the L cigarettes? (RECORD ABOVE)

d. Why do you think the L's are (brand in "c")?

77–

78–

Don't know 78–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000

ASK 23a..... (NOW SMOKES PHILIP MORRIS (QUES. 4) AND HAS BEEN SMOKING THEM NOT MORE THAN 6 MONTHS (5a), OR MAY SWITCH TO PHILIP MORRIS (5b & c).

ASK 23b..... (LAST BRAND WAS PHILIP MORRIS (6a) AND CHANGED BRANDS NOT MORE THAN 6 MONTHS AGO (5a), OR PRESENT BRAND IS PHILIP MORRIS (4), AND MAY SWITCH TO ANOTHER BRAND (5b & c).

DON'T ASK 23.....(ALL OTHERS)

23a. Has the new "Snap-open" package had anything to do with your switching to Philip Morris?

Yes _____ 79–1 (Ask c)

No _____ 2 } (TERMINATE)

Don't know _____ 3 }

23b. Has the new "Snap-open" package had anything to do with your switching from Philip Morris?

Yes _____ 79–4 (Ask c)

No _____ 5 } (TERMINATE)

Don't know _____ 6 }

c. Why do you feel that way about the "Snap-open" package?

79–

Don't know _____ 79–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgk0000